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## FOR YOUR INFORMATION

Roy Anise

**DATE:** October 21, 1994

**TO:** Nancy Lund

**SUBJECT:** POS Project

Please see the attached note that describes the intent of a POS Business Requirements study that has been initiated by Barbara Reuter and myself. This study will be conducted by Peat Marwick, at the recommendation of the Marketing Systems and I.S. organizations. Proposals from three firms were reviewed.

The objectives of this effort are detailed in the attached, but the down and dirty reason to do this is to find a better way to achieve Leadership presence at retail through our current organization/process and identify the business rule/system needs. The cost is \$150k, which will be split between Marketing and Sales.

Should systems needs come out of this process, they will have considered other initiatives (Genesis, etc.) to ensure overlap does not occur.

Please let me know if you have any questions.

cc:  
W. Smith  
D. Stern

*RA*

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